

## ProposalBuilder: Are You Setting the Pace with Technology, or Chasing Your Competitor's Tail?

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We live in an ever-changing, fast-paced world. While some things, like a solid value proposition, never change, other things, like technology, are changing at a rapid pace.

This leaves us with a couple questions. Are you setting the pace in your market? Are you demonstrating how your company and TEGG are leading the market in terms of technology, or are you chasing your tail trying to keep up with your competitors?

In July, we are thrilled to introduce one of the most advance technologies ever seen in the sales world – **ProposalBuilder!**

While ProposalBuilder it a great tool for building and creating proposals, it is much, much more! ProposalBuilder is actually a customer engagement tool, making it possible to bring your proposals, quotes and any customer interaction into 2017!

The technology leverages three key differentiators:

1) **Analytics.** Does this sound familiar at one of your PAR meetings?

GM: "Hey what every happened with that proposal you delivered to customer X?"

Sales Rep: "You know, I don't know? They were killing me asking for my price and proposal but now that I have delivered it they have gone radio silent and I can't get them to respond to my calls or messages."

We have all been there and, the truth is, we have no idea if the customer is looking at the proposal, if they are sharing it with others or if they have even opened it. But with ProposalBuilder's analytics tools, you will never have to wonder again.

You will receive automatic alerts via text message and email whenever the document is opened, and if it is passed to others and when they open the document. By taking a quick look into your account, you can see how long they looked at it and what pages they have spent the most time on. All this information is *GOLD* when developing strategies to close the deal.

2) **Electronic Signature Capabilities.** By partnering with DocuSign, we are able to make the lives of our customers simple and easy. Clients and prospects can approve any DES project, Pull-Through quotes, or maintenance proposals, and execute any agreement with a few quick clicks from just about any place.

3) **A Mobile Friendly Interface.** ProposalBuilder works on any desktop, laptop, tablet or smart phone. We live in an electronic age where smart phones have become an essential part of how we interact. ProposalBuilder allows you to build, deliver and allow your prospects and clients to view and approve any document from any device!

I honestly believe this technology is the wave of the future. The question I have to ask each of you is: Are you leading in your market with technology tools or are you going to wait for your competitors to take the lead and then chase them?

You can get started with ProposalBuilder today by clicking [here!](#)

Good selling everyone!

